



# NFLPA COLLEGIATE BOWL

Presented by  FANATICS

## OVERVIEW

Owned and operated by the NFLPA, the NFLPA Collegiate Bowl is the premiere post-season All-Star Showcase for NFL draft-eligible college players.

Entering its 5th year and broadcast in partnership with ESPN, the NFLPA Collegiate Bowl aims to educate and inform transitioning collegiate players about the business of football as well as offer a platform to network and increase their NFL draft stock through interactions with NFL player personnel.

In 2015, nearly 200 NFL scouts, player personnel staff, general managers and head coaches watched live practices, conducted on-site interviews and attended the game.

## BENEFITS

- A week-long platform for partners to build custom activations, catered to meet business objectives.
- Access to 100 plus graduating seniors and coaching staff consisting of Hall of Fame NFL players and coaches.
- Access to ESPN Talent (e.g., Todd McShay, Bill Polian).
- Access to globally respected scouts, including NFLPA's Director of College Recruiting, Tony Softli.
- Recognition in all game media, advertising, promotions and PR.
- In-stadium signage and branding.

## UNIQUE SPONSORSHIP OPPORTUNITIES

- Halftime Show
- VIP Hospitality Lounge
- Sponsor a Player
- Chalk Talk
- Recruiter's Spotlight
- Uniform branding

Interested parties should contact Ricky Medina  
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